

Message Text

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ACTION EUR-12

INFO OCT-01 ISO-00 AID-05 CIAE-00 EB-08 FRB-01 INR-07
NSAE-00 USIA-15 TRSE-00 XMB-04 OPIC-06 SP-02
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FM AMCONSUL TORONTO
TO SECSTATE WASHDC 6251
USDOC WASHDC
AMEMBASSY OTTAWA
AMCONSUL MONTREAL
AMCONSUL VANCOUVER

UNCLAS TORONTO 2361

E.O. 11652: N/A
TAGS: BEGN, BEXP, CA
SUBJ: ECONOMIC STAGNATION REFLECTED IN DIFFICULTIES IN ADS SERVICE

REF: OTTAWA 07979

USDOC FOR OIM UND OED

1. SYMPTOMATIC OF THE STAGNANT ECONOMIC SITUATION IN CANADA, OUTLINED IN REFTL, IS THE INCREASING DIFFICULTY THE POST IS ENCOUNTERING IN SATISFYING EVEN THE HIGHEST QUALITY ADS REQUESTS.
2. BUSINESSMEN CONTACTED ALMOST UNANIMOUSLY REPORT THAT THEY ARE CURRENTLY CONSOLIDATING OPERATIONS IN THE FACE OF ECONOMIC AND POLITICAL UNCERTAINTIES. EVEN THE BEST AND MOST AGGRESSIVE, WHO LESS THAN TWO YEARS AGO WERE WILLING TO LOOK AT ALMOST ANY PROPOSITION, NOW ARE SIMPLY NOT INTERESTED IN REVIEWING NEW PRODUCT LITERATURE, PARTICULARLY IF AN INVENTORY INVESTMENT IS INVOLVED.

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3. THERE ARE, OF COURSE, ALWAYS THOSE, OFTEN WITH EXTENSIVE CORPORATE EXPERIENCE, STARTING THEIR OWN BUSINESS- GENERALLY AS MANUFACTURERS' REPRESENTATIVES - WHO WISH TO EXPAND THEIR RANGE OF REPRESENTATIONS. NORMALLY, THESE ARE WOEFULLY UNDERCAPITALIZED AND FIND IT DIFFICULT, IF NOT IMPOSSIBLE, TO FINANCE INVENTORY; AND EVEN WHEN OFFERED STRAIGHT COMMISSION WITH NO INVENTORY REQUIRED, ARE (MORE THAN EVER) INTERESTED ONLY

IN NEW LINES THAT ARE COMPLETELY WITHOUT COMPETITION IN THE
CANADIAN MARKET, OR THAT SELL THEMSELVES, FINDING PROSPECTIVE
BUYERS UNWILLING TO PART WITH CASH UNLESS A NEW PRODUCT OFFERS
EXTRAORDINARY COST SAVINGS, IN THE CASE OF CAPITAL EQUIPMENT,
OR ABOVE AVERAGE RE-SALE POTENTIAL.
DIGGINS

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
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Current Classification: UNCLASSIFIED
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Control Number: n/a
Copy: SINGLE
Sent Date: 09-Sep-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770327-0662
Format: TEL
From: TORONTO
Handling Restrictions: n/a
Image Path:
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Legacy Key: link1977/newtext/t19770978/aaaacoin.tel
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Subject: ECONOMIC STAGNATION REFLECTED IN DIFFICULTIES IN ADS SERVICE
TAGS: BGEN, BEXP, CA
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